I. Amendments to the Claims

Please amend the claims as follows with the following version of the claims in accordance with revised 37 CFR § 1.121.

1. (Presently Amended)   A method for processing a transaction in electronic commerce, the method comprising:

   receiving a transaction message <u>at a computer system through a communication network</u> from a seller, wherein the transaction message comprises a description of goods to be transferred during a transaction between a seller of the goods and a buyer of the goods;

   creating a transaction tag to be associated with the goods during the transaction, wherein the transaction tag uniquely identifies the goods in the transaction<u>, and wherein the transaction tag is a physical tag</u>;

   sending the transaction tag to the seller;

   receiving, <u>at a computer system through a communication network</u> from the seller, a digital image to be associated with the transaction, wherein the digital image comprises an image of the goods on which the transaction tag has been attached, the transaction tag being visible within the digital image; and

   sending the digital image <u>from a computer system through a communication network</u> to one or more viewers.

2. (Original)   The method of claim 1 further comprising:
   accepting a bid from the buyer for the goods; and
   notifying the seller that the bid from the buyer is a winning bid in an online auction.

3. (Original)   The method of claim 2 further comprising:
   notifying the buyer that the bid from the buyer is the winning bid in the online auction; and
   in response to accepting payment for the goods from the buyer, notifying the seller of payment for the goods;
   holding the payment in escrow.

4.   (Original)   The method of claim 3 further comprising:
        receiving an acceptance message, wherein the acceptance
message indicates an acceptance of goods received from the seller
by the buyer; and
        releasing payment for the goods to the seller.

5.   (Original)   The method of claim 3 further comprising:
        receiving a rejection message, wherein the rejection message
indicates a rejection of goods received from the seller by the
buyer; and
        returning payment for the goods to the buyer.

6.   (Original)   The method of claim 1 further comprising:
        generating a transaction identifier for the transaction,
wherein the transaction identifier provides an association
between the transaction and electronic communication regarding
the transaction.

7.   (Original)   The method of claim 1 further comprising:
        generating encrypted information to be included on the
transaction tag.

8.   (Presently Amended)   The method of claim 1 wherein the
step of   sending the transaction tag to the seller further
comprises:
        ~~creating a physical transaction tag; and~~
        mailing the ~~physical~~ transaction tag to the seller.

9.   (Canceled).

10. (Presently Amended)   A method for processing a transaction in electronic commerce, the method comprising:

generating a transaction message, wherein the transaction message comprises a description of goods to be transferred during a transaction between a seller of the goods and a buyer of the goods;

sending the transaction message to an online sales service that facilitates a purchase transaction between the buyer and the seller;

receiving a transaction tag to be associated with the goods during the transaction from the online sales service, wherein the transaction tag uniquely identifies the goods in the transaction, and wherein the transaction tag is a physical tag;

generating a digital image to be associated with the transaction, wherein the digital image comprises an image of the goods on which the transaction tag has been attached, the transaction tag being visible within the digital image; and

sending the digital image to the online sales service.

11. (Original)   The method of claim 10 further comprising:

receiving a transaction identifier for the transaction, wherein the transaction identifier provides an association between the transaction and electronic communication regarding the transaction.

12. (Canceled).

13. (Canceled).

14.   (Presently Amended)   An apparatus for processing a
transaction in electronic commerce, the apparatus comprising:
      first receiving means for receiving a transaction message
from a seller, wherein the transaction message comprises a
description of goods to be transferred during a transaction
between a seller of the goods and a buyer of the goods;
      creating means for creating a transaction tag to be
associated with the goods during the transaction, wherein the
transaction tag uniquely identifies the goods in the transaction,
and wherein the transaction tag is a physical tag;
      first sending means for sending the transaction tag to the
seller;
      second receiving means for receiving, from the seller, a
digital image to be associated with the transaction, wherein the
digital image comprises an image of the goods on which the
transaction tag has been attached, the transaction tag being
visible within the digital image; and
      second sending means for sending the digital image to one or
more viewers.

15.   (Original)   The apparatus of claim 14 further comprising:
      accepting means for accepting a bid from the buyer for the
goods; and
      first notifying means for notifying the seller that the bid
from the buyer is a winning bid in an online auction.

16.   (Original)   The apparatus of claim 15 further comprising:
      second notifying means for notifying the buyer that the bid
from the buyer is the winning bid in the online auction; and
      third notifying means for notifying, in response to
accepting payment for the goods from the buyer, the seller of
payment for the goods;
      holding means for holding the payment in escrow.

17. (Original)   The apparatus of claim 16 further comprising:
     third receiving means for receiving an acceptance message,
wherein the acceptance message indicates an acceptance of goods
received from the seller by the buyer; and
     releasing means for releasing payment for the goods to the
seller.

18. (Original)   The apparatus of claim 16 further comprising:
     fourth receiving means for receiving a rejection message,
wherein the rejection message indicates a rejection of goods
received from the seller by the buyer; and
     returning means for returning payment for the goods to the
buyer.

19. (Original)   The apparatus of claim 14 further comprising:
     first generating means for generating a transaction
identifier for the transaction, wherein the transaction
identifier provides an association between the transaction and
electronic communication regarding the transaction.

20. (Original)   The apparatus of claim 14 further comprising:
     second generating means for generating encrypted information
to be included on the transaction tag.

21. (Presently Amended)   The apparatus of claim 14 wherein
the first sending means further comprises:
     ~~creating means for creating a physical transaction tag; and~~
     mailing means for mailing the ~~physical~~ transaction tag to
the seller.

22. (Canceled).

23. (Presently Amended)   An apparatus for processing a
transaction in electronic commerce, the apparatus comprising:

    first generating means for generating a transaction message,
wherein the transaction message comprises a description of goods
to be transferred during a transaction between a seller of the
goods and a buyer of the goods;

    first sending means for sending the transaction message to
an online sales service that facilitates a purchase transaction
between the buyer and the seller;

    first receiving means for receiving a transaction tag to be
associated with the goods during the transaction from the online
sales service, wherein the transaction tag uniquely identifies
the goods in the transaction, and wherein the transaction tag is
a physical tag;

    second generating means for generating a digital image to be
associated with the transaction, wherein the digital image
comprises an image of the goods on which the transaction tag has
been attached, the transaction tag being visible within the
digital image; and

    second sending means for sending the digital image to the
online sales service.

24. (Original)   The apparatus of claim 23 further comprising:

    second receiving means for receiving a transaction
identifier for the transaction, wherein the transaction
identifier provides an association between the transaction and
electronic communication regarding the transaction.

25. (Canceled).

26. (Canceled).

27. (Presently Amended)   A computer program product on a
computer readable medium for use in a data processing system for
processing a transaction in electronic commerce, the computer
program product comprising:

5   instructions for receiving a transaction message from a
seller, wherein the transaction message comprises a description
of goods to be transferred during a transaction between a seller
of the goods and a buyer of the goods;

           instructions for creating a transaction tag to be associated
10   with the goods during the transaction, wherein the transaction
tag uniquely identifies the goods in the transaction, and wherein
the transaction tag is a physical tag;

           instructions for sending the transaction tag to the seller;

           instructions for receiving, from the seller, a digital image
15   to be associated with the transaction, wherein the digital image
comprises an image of the goods on which the transaction tag has
been attached, the transaction tag being visible within the
digital image; and

           instructions for sending the digital image to one or more
20   viewers.

28. (Original)   The computer program product of claim 27
further comprising:

           instructions for accepting a bid from the buyer for the
25   goods; and

           instructions for notifying the seller that the bid from the
buyer is a winning bid in an online auction.

29. (Original)   The computer program product of claim 28 further comprising:

instructions for notifying the buyer that the bid from the buyer is the winning bid in the online auction; and

5   instructions for notifying the seller of payment for the goods in response to accepting payment for the goods from the buyer;

instructions for holding the payment in escrow.

10   30. (Original)   The computer program product of claim 29 further comprising:

instructions for receiving an acceptance message, wherein the acceptance message indicates an acceptance of goods received from the seller by the buyer; and

15   instructions for releasing payment for the goods to the seller.

31. (Original)   The computer program product of claim 29 further comprising:

20   instructions for receiving a rejection message, wherein the rejection message indicates a rejection of goods received from the seller by the buyer; and

instructions for returning payment for the goods to the buyer.

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32. (Original)   The computer program product of claim 27 further comprising:

instructions for generating a transaction identifier for the transaction, wherein the transaction identifier provides an

30   association between the transaction and electronic communication regarding the transaction.

33. (Original)   The computer program product of claim 27 further comprising:

   instructions for generating encrypted information to be included on the transaction tag.

34. (Presently Amended)   The computer program product of claim 27 wherein the instructions for sending the transaction tag to the seller further comprise:

   ~~instructions for creating a physical transaction tag; and~~

   instructions for mailing the ~~physical~~ transaction tag to the seller.

35. (Canceled).

36.   (Presently Amended)   A computer program product on a
computer readable medium for use in a data processing system for
processing a transaction in electronic commerce, the computer
program product comprising:

5   instructions for generating a transaction message, wherein
the transaction message comprises a description of goods to be
transferred during a transaction between a seller of the goods
and a buyer of the goods;

        instructions for sending the transaction message to an
10   online sales service that facilitates a purchase transaction
between the buyer and the seller;

        instructions for receiving a transaction tag to be
associated with the goods during the transaction from the online
sales service, wherein the transaction tag uniquely identifies
15   the goods in the transaction, and wherein the transaction tag is
a physical tag;

        instructions for generating a digital image to be associated
with the transaction, wherein the digital image comprises an
image of the goods on which the transaction tag has been
20   attached, the transaction tag being visible within the digital
image; and

        instructions for sending the digital image to the online
sales service.

25   37.   (Original)   The computer program product of claim 36
further comprising:

        instructions for receiving a transaction identifier for the
transaction, wherein the transaction identifier provides an
association between the transaction and electronic communication
30   regarding the transaction.

        38.   (Canceled).

        39.   (Canceled).